

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

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Region Operations Mgr

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February 27, 1997

RJR Account #655364  
BRU-CEL

**APRIL DORAL B2GF LIGHTER / PROMOTION #700050**

Dear Lorinda:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **31** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. *(Enough product has been ordered to pack 30 Displays; utilize on-hand product to pack additional 1 Display.)* All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-15312	FF 100	1
12300-15212	Light 100	1

<u>Product / Premium Arrival:</u>	<u>March 24, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: March 31, 1997</u>

<u>Lighters: (Item #521573)</u>	
<u>SKU CUBE:</u>	1.1490
<u>SKU WT (w/o Product):</u>	4.1900 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Savings Cartons
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<u>EFT \$ Amount:</u>	<u>\$1,052.02</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GPF  
BRU-CEL

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-APRDOR.DOC

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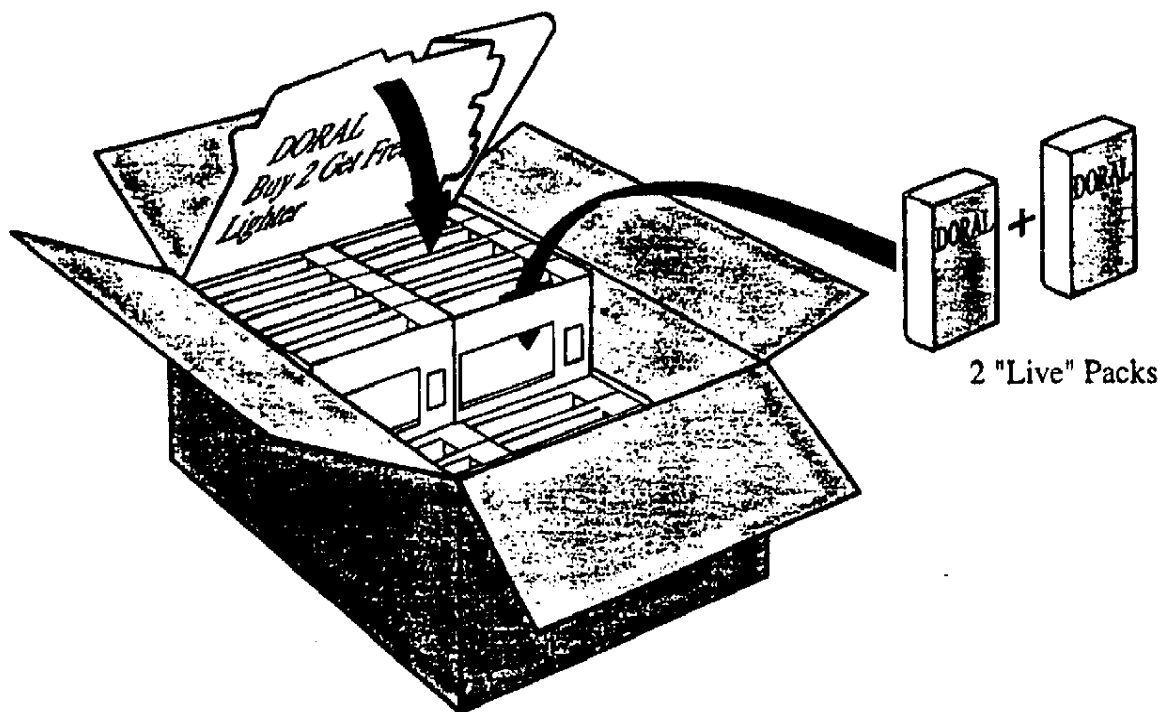
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR. '97

### April DORAL B2GF Lighter

#### STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 23  
DATE: 97-02-20  
TIME: 04:36 PMWHOLESALE : 555364 BRU-CEL'S DISTRIBUTING CO., INC <DIRECT>  
TEMPLATE : 700050 70400 DORAL APR LTR  
TEMPLATE SEQ : 0004  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162225	398169	GIANT FOOD MKT	PARK ST	WELLSVILLE	NY	14895	1				(716)593-4280
162605		680048	K&J'S KITCHEN	3705 STATE ROUTE	BRANCHPORT	NY	14418	1				
162203		684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1			912642	(607)739-2407
162203	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130
162607	162228	192876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1				(717)827-2222
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	2				(814)435-2291
162607	162228	775460	FIVE STAR BUSY MART	400 N BUFFALO ST	ELKLAND	PA	16920	5			900498	(814)258-7312
162607		192888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	2				(814)367-2707
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	4				(814)326-4616
162607	162225	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	5				(814)228-3660
162607	162225	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	4				(814)848-7501
162607	162225	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2				(814)228-3319

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 31

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 31

\*\*\*\*\* END OF REPORT FOR PROMOTION 700050 \*\*\*\*\*

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

03/25/97

ACCOUNT NUMBER: 655364	BRU-CEL DISTRIBUTING
VOUCHER NUMBER: 15347746	300 RACE ST
DATE WRITTEN: 03/25/97	WESTFIELD, PA 16950
STATUS: PAID	
AMOUNT PAID: 56.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/AZ

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